

Jefferson County Position Description

Name:		Department:	Fair Park	
Title:	Fair Park Director	Pay Grade:	14	FLSA: Exempt
Date:	March 2012	Reports To:	County Administrator	

Purpose of Position

Appointed by the County Administrator, the position is responsible for the overall management of the Jefferson County Fair Park, including staffing; administration; operations, promotion, and marketing.

Essential Duties and Responsibilities

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Act as the County's representative in all matters relating the County's Fair Park.
- Oversees all marketing aspects of the Fair Park, including events, facilities and the annual County Fair.
- Develops general policies and procedures pertaining to the Fair Park operation.
- Provide overall direction to all regular, seasonal and temporary staff including the selection, direct supervision and performance evaluation of Park supervisory staff.
- Responsible for the financial management of the facilities including preparation of the annual requested budget, recommendation of rental rates, ticket prices and collection of contracted fees for events.
- Prepares and makes written and oral reports regarding Fair Park operations.
- Prepares, develops, administers and monitors contracts, subcontracts, proposals or other agreements, including food and beverage services.
- Develop, implement, monitor, and update marketing programs for the promotion of facilities. Provide overall coordination with vendors and lessees.
- Promote use of the facilities through presentations, advertising and other forms of public relations. Maintain current sponsors and work to procure new sponsors.
- Secure private sponsorship of facilities, including naming rights, by proactively seeking private sector support.
- Coordinate Fair Entertainment, ticket prices, vendor space rental charges.
- Coordinate meetings and activities for each event for a more efficient and attractive presentation.
- Coordinate other support and service manpower, security guards, technicians, and other personnel when necessary. Work with the Operations Supervisor on set up and scheduling.
- Responds to emergencies and other needs during non-office hours.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree with major course work in marketing, communications/public relations, business administration or a related field, Masters preferred. In addition, minimum of five years of supervisory and marketing development, and/or event management in business, park or exposition activities, or any combination of education and experience that provides equivalent knowledge, skills and abilities. Knowledge of principles; practices and laws and regulations governing the park and recreation industry highly preferred.

Physical and Mental Abilities Required to Perform Essential Job Functions

Language Ability and Interpersonal Communication

- Ability to perform mid-level data analysis including the ability to audit, deduces, assess, conclude and appraise. Requires discretion in determining and referencing such to established criteria to define consequences and develop alternatives.
- Ability to organize and communicate thoughts and ideas in a persuasive manner.
- Ability to provide first line supervision. Ability to persuade, convince, and train others. Ability to advise and provide interpretation regarding the application of policies and procedures.
- Ability to utilize a variety of advisory data and information such as service contracts, budgets, financial statements, grant applications, job applications, performance evaluations, personnel policies, events calendar, maintenance schedule, equipment maintenance records, equipment operating/maintenance manuals, insurance documents, worker safety standards, state employment rules and regulations, procedures, guidelines and non-routine correspondence.
- Ability to communicate orally and in writing with management, County Committees, vendor representatives, consultants, volunteers, Park customers and Park employees.

Mathematical Ability

- Ability to perform addition, subtraction, multiplication and division; calculate percentages, and decimals; and may require the ability to utilize principles of fractions and/or interpret graphs.

Judgment and Situational Reasoning Ability

- Ability to apply principles of influence systems such as supervision, managing, leading, teaching, directing, planning, coordinating and controlling. Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.
- Ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental and/or subjective criteria, as opposed to criteria that are clearly measurable or verifiable.

Physical Requirements

- Ability to coordinate eyes, hands, feet and limbs in performing movements requiring moderate skill, such as key boarding.

- Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and pulling of objects.
- Ability to recognize and identify similarities or differences between characteristics of colors, shapes and sounds associated with job-related objects, materials and tasks.

Environmental Adaptability

- Tasks may risk exposure to adverse environmental conditions, such as temperature extremes.

Jefferson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Employee's Signature

Supervisor's Signature

Date

Date